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**MediaVest and Hulu Unveil Industry's First Large-Scale Deal Based  
on Demographic Targeting Mixes**

*Multi-Client Deal Moves Millions of Broadcast Dollars into the Digital Space*

New York, NY, October 5, 2009 – MediaVest USA and Hulu today announced that it has struck a multi-client, multi-million dollar upfront deal that moves substantial broadcast dollars into the online video space. The deal provides MediaVest and its clients brand opportunities across the expanse of Hulu assets as guided by demographic targeting.

The MediaVest deal is the first agency-wide Hulu upfront that relies solely on demographic targeting mixes and holds the promise to deliver more precise audiences of consumer targets. It also looks to provide improved accountability compared to traditional online video metrics and move the industry closer to cross-platform buying and delivery.

Further, the deal includes custom research components to accelerate understanding of various online video ad formats' effectiveness, from both a general ad models perspective, and in some instances, particular ad models' effectiveness for a specific segment.

"Smarter targeting, expanded metrics, and the opportunity to test new ad experiences and their effectiveness—these are all critical ingredients for unlocking the full potential of online video and key drivers of this partnership," says Amanda Richman, EVP, Managing Director, Digital, MediaVest USA.

**About MediaVest**

MediaVest, a subsidiary of Paris-based Publicis Groupe (Euronext Paris: FR0000130577), is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Connections That Captivate* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Kraft, P&G, The Coca-Cola Company and Wal-Mart. For more information, please visit [www.mediavestww.com](http://www.mediavestww.com).